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India

Promotion Opportunities

Quarterly Update

2005

Approved by:

Michael Riedel

U.S. Embassy, New Delhi

Prepared by:

Santosh Kr. Singh, Nalini Kaul

Report Highlights:

With a population of over 1 billion people, and an economy growing at 5-6 percent over the last few years, India is a potentially large and emerging market for US food products. In Sri Lanka, the prospect of peace offers new opportunities for US exporters, as it has the potential to emerge as a significant tourist destination. Please take advantage of market opportunities in these countries by participating in one of the market promotion events described herein.

Includes PSD Changes: No
Includes Trade Matrix: No
Quarterly Report
New Delhi [IN1]
[IN]

Disclaimer: The promotional activities listed are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions for participation are the responsibility of show organizers.

SECTION I - FAS/W ENDORSED TRADE SHOW

NONE.

SECTION II - OTHER TRADE SHOWS

Title/Type: **AAHAR 2006 – The International Food Fair**
Dates: March 4 – 8, 2006
Venue: New Delhi, India
Contact: Deputy General Manager
India Trade Promotion Organization,
Pragati Maidan
New Delhi
Phone: 91-11-23371832 Fax: 91-11-23371869
Email: itponi@vsnl.net, ni@itpo-online.com

Importance of the Show: AAHAR 2006 is the 21st annual international exhibition in Delhi for food, food processing, hotel and restaurant equipment & supplies. It provides an unparalleled venue to reach Indian food buyers because it is the largest food trade show in India. It provides an excellent opportunity to introduce new products to the emerging Indian market. More than 240 Indian and foreign exhibitors and about 25,000 business visitors from India and abroad participated in last year's event.

Title: **Chefs Guild Show in Colombo**
Dates: November, 2006 (To be decided)
Venue: Colombo, Sri Lanka.
Contact: Mr. Adrian Mendis
Commercial Specialist, ECON/Commercial Section
U.S. Embassy, Colombo
Phone: 9411-2448007 Fax: 9411-2437345, 2437237
Email: MendisA@state.gov

Importance of the Show: The Chefs Guild show is the premier hotel and restaurant show in Sri Lanka, and is held every other year. The show features food and beverage products, as well as equipment supplies. The show is well attended, with most hotels participating or sending delegations to the event. Consumer interest in this show is also widespread. It is estimated that over 15,000 people attended the three-day show in 2002. FAS participation at this show led to US suppliers of poultry products establishing contact with Sri Lankan retail chains and importers and resulted in subsequent sales contracts.

SECTION III - OTHER PROMOTIONAL ACTIVITIES

Title: **US Exporter Mission to India**
Dates: March 13-17, 2006
City/ New Delhi, Mumbai, Bangalore
Country: India
Contact:
Dr. Santosh Singh Shani Zebooker
US Embassy, New Delhi, India Washington, DC
Tel: 011-91-11-24198000 / 24198425 Tel: 202-720-2075
FX: 011-91-11-24198530 Fax: 202-690-4374
Santosh.Singh@usda.gov Shani.Zebooker@usda.gov

Importance of the show: The proposed US Trade Mission will visit New Delhi, Bangalore, and Mumbai. In each city, the US trade mission will have market visits and a daylong trade event at a leading hotel where the participants will have one-on-one meetings with importers/distributors. Post will also bring four importers each from Sri Lanka and Bangladesh to one of the venues for one-on-one meetings with US participants.

The Trade Mission will provide US companies with opportunities to gain first-hand knowledge and a better understanding of the Indian markets. It will also help establish direct contact with serious importers from India.

Title: **US Food & Wine Promotion/Festival in Colombo (Co-sponsored by the American Chamber of Commerce)**
Dates: July, 2006 (To be decided)
Venue: Colombo, Sri Lanka
Contact: Mr. Adrian Mendis
Commercial Specialist, ECON/Commercial Section
U.S. Embassy, Colombo
Phone: 9411-2448007 Fax: 9411-2437345, 2437237
Email: MendisA@state.gov

Importance of the show: The proposed activity will increase the visibility of US wines, along with US foods such as meat, poultry, and snack foods in Sri Lanka. US wines, especially Californian wines, have enjoyed considerable market share over the years. However, with the introduction of cheaper options of other origins, US market share has eroded to some extent. This event will seek to reinforce the impression of the superior quality of US wines.

SECTION IV - POST CONTACT AND FURTHER INFORMATION

If you have questions or comments regarding this report, or need assistance exporting branded consumer food products to India, Bangladesh, and Sri Lanka, please do not hesitate to contact the Office of Agricultural Affairs in New Delhi at following address.

Office of Agricultural Affairs

American Embassy

New Delhi, India

Tel: 011-91-11-2419 8000

Fax: 011-91-11-2419 8530

Email: agnewdelhi@usda.gov